

Meaningful Use, Performance Measurement and Public Reporting Converging

With "meaningful use" requirements now more clearly defined by CMS, the Health Collaborative leadership and staff are working on aligning, as much as possible, those requirements with the clinical measures for the public report to reduce redundant reporting. Those efforts include:

Meaningful Use Core Requirements

YourHealthMatters uses National Quality Forum (NQF) endorsed measures, which are evidence-based and incorporated into meaningful use requirements.

Dedicated to Alignment

The Health Collaborative works with multiple reporting agencies to align measures and standards for reporting whenever possible. Our goal is to have a single data submission by a physician practice meet the reporting requirements of several agencies. These agencies include Bridges to Excellence, National Committee for Quality Assurance (NCQA), as well as health plans and other organizations.

In addition to streamlining data submission, the Health Collaborative has reached an agreement with NCQA for a reduced fee for physician practices submitting data for provider recognition. Physicians submitting to NCQA through the Health Collaborative will receive a 20% discount on the usual rate. This arrangement makes Greater Cincinnati one of the only regions in the country to save practices time and money by aligning measurement and reporting.

Who's behind this project

The Health Collaborative, a non-profit organization dedicated to addressing Greater Cincinnati health care issues through inclusive collaboration, is leading the development and administration of a this community-wide quality reporting initiative.

The initial development for this initiative has been funded by a grant from the Robert Wood Johnson Foundation and their Aligning Forces for Quality initiative, the aim of which is to improve the quality of health care in the U.S. Additional support to accelerate and enhance the project has been provided by Bethesda Inc.

This generous grant from Bethesda Inc furthers their vision of helping Cincinnati become one of the most desirable places in the country to receive and deliver health care services.

For further information, questions or to learn how to participate, please contact the Health Collaborative:



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Quality Improvement **PERFORMANCE Measurement**
CONSUMER ENGAGEMENT **Public REPORTING**

YourHealthMatters are YOU in?

Primary Care Physicians Shape the Future of Health Care

Primary care physicians are seen as the key to solving many of the problems facing the health care system. Increasing access, improving outcomes, empowering patients, adopting new technology... the primary care physician is grappling with all these issues while still caring for patients and managing a practice.

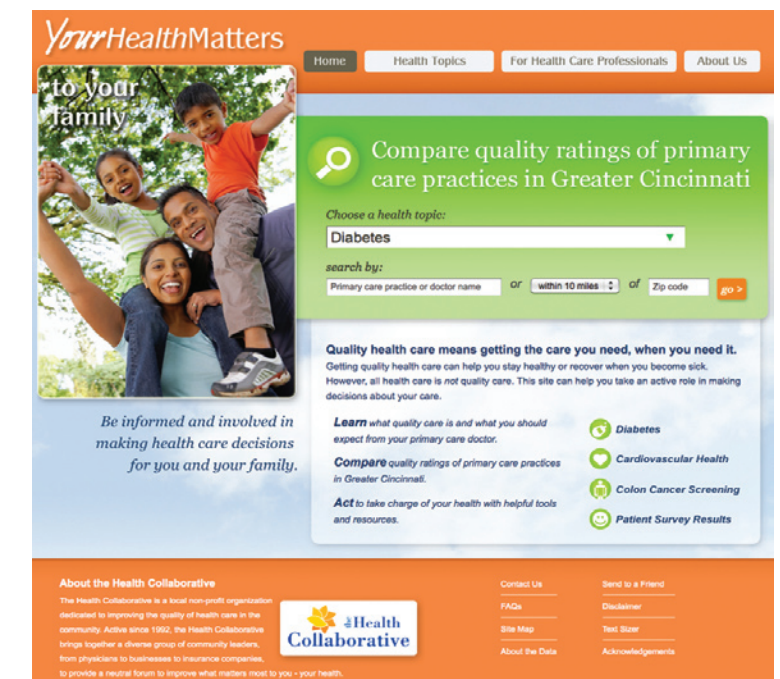
The Health Collaborative is partnering with primary care physicians across Greater Cincinnati on a program that incorporates some of the most promising approaches to improving the health care system. Participating physicians have already seen the quality of care improve in key areas and in some cases, practices are also being financially rewarded.

Your Health Matters: Getting Performance Measurement and Public Reporting Right

www.YourHealthMatters.org

YourHealthMatters is a consumer-friendly website that reports physician practice performance based on clinical outcomes and process measures pulled from patient charts, not claims data.

Participating physicians are able to assess the quality



of care they provide their patients using nationally accepted, evidence-based measures. YourHealthMatters provides physician groups with a composite performance score that they can then use to compare their clinical results to their peers, as well as to themselves over time. Physician practices can also use the detailed data to identify opportunities for improvement.

Diabetes and cardiovascular disease are the first chronic conditions chosen for measurement due to the large number of people affected and the opportunity to prevent the devastating complications. Colon cancer screening rates and patient experience will be added in coming months, along with tools such as a BMI calculator.

Listening to Physicians Makes the Difference

Physician Leadership – Guiding Principles

At the very start of the development, physicians helping lead this regional measurement strategy agreed on guiding principles for this initiative:

- a level playing field
- measures that matter to both physicians and their patients
- a methodology that is explicit and open to scrutiny (no black box)
- an aligned incentive system for rewarding excellence.

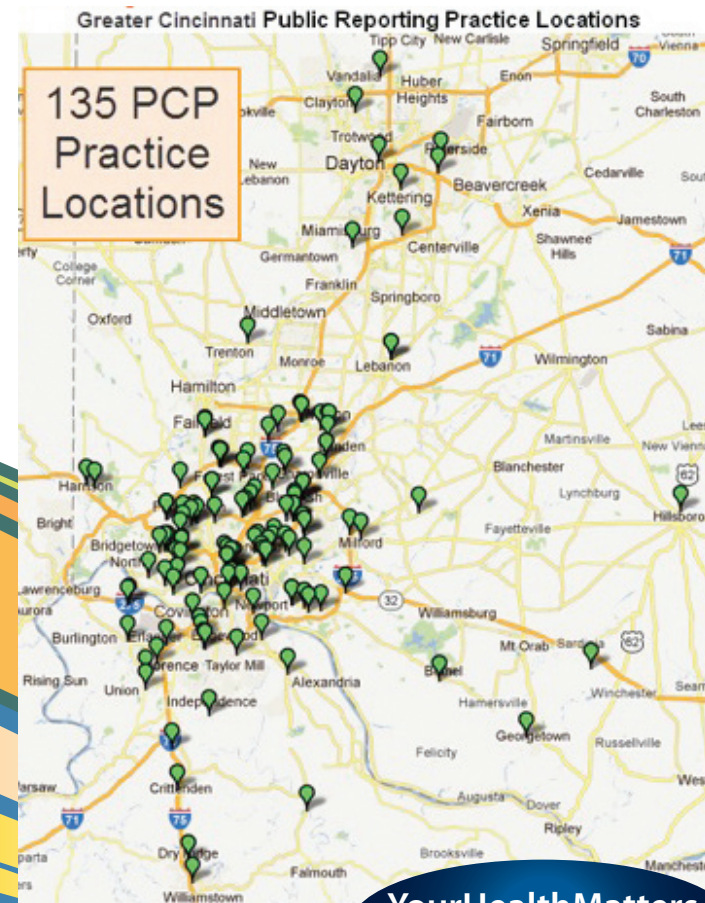
The participation and input of local physician leadership accounts for a large part of the initial success, leading to almost 450 physicians publicly reporting their data. The Health Collaborative has enlisted a respected group of primary care physicians to ensure that the measurement system is fair, accurate, comprehensive and actually measuring the right things.

Based on this group's guidance, the data reported are both process and outcomes measures, and are abstracted directly from patient charts, not from claims data.

Reporting Benefits Both Providers and Patients

Public reporting of physician groups' patient outcomes data has several advantages:

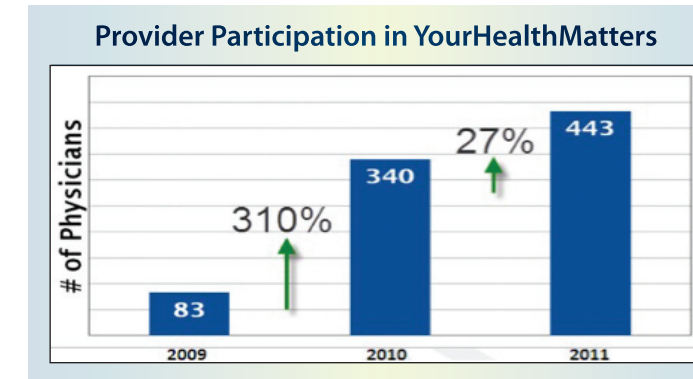
- By measuring performance against peers, you can improve the care you provide to your patients. The axiom is true - you can't improve what you don't measure.
- Patients are educated about what quality care means for their condition based on accepted standards of care.
- It establishes joint accountability of both patients and physicians for achieving quality patient care. When patients are better educated about quality care and understand how to better manage their disease, they take more responsibility for improving their own health and partnering in their care with their physicians.
- Participating practices' data are submitted directly to Bridges to Excellence (BTE) for provider recognition and NCQA in order to receive any available payment rewards.



YourHealthMatters Practice Locations

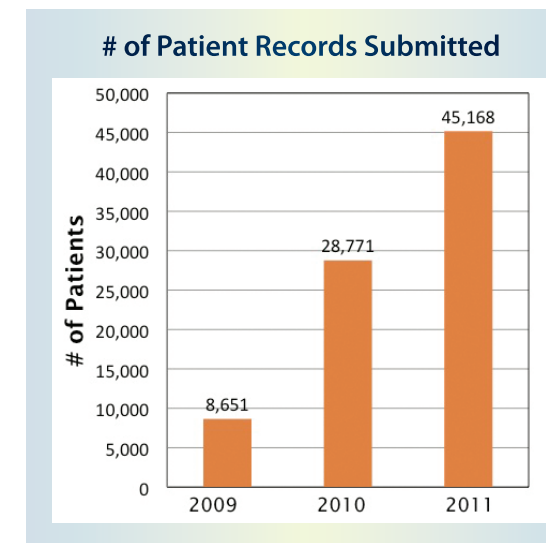
Progress is Underway

Participation in the YourHealthMatters public report is growing and quality improvements have already been tracked.



Improved Outcomes

- Close to 50% of clinics reporting in 2011 experienced an increase in their composite rate over 2010.
- Practices have the opportunity to participate in quality improvement initiatives using the data to measure progress.



Strategic Direction: Accelerate and Expand Reporting

YourHealthMatters will be adding colon cancer screening rates and patient experience data.

2012 Reporting Measures:

Diabetes

Public Composite Measures and Goals:

- **A1c** < 8.0
- **LDL** < 100
- **BP** < 140/90
- **Non-Smoker**
- **Daily Aspirin/Anti-Thrombotic** if cardiovascular disease (unless contraindicated)

Additional Measures Submitted for BTE and NCQA Recognition:

- Ophthalmologic Exam
- Nephropathy Assessment
- Podiatry Exam
- Smoking Cessation Advice and Treatment

Cardiovascular Disease

Public Composite Measures and Goals:

- **LDL** < 100
- **BP** < 140/90
- **Non-Smoker**
- **Daily Aspirin/Anti-Thrombotic** (unless contraindicated)

Additional Measures Submitted for BTE and NCQA Recognition:

- Complete Lipid Profile
- Smoking Cessation Advice and Treatment

Colon Cancer Screening

Patients ages 50-75 meeting one of the following:

- Colonoscopy within the past 10 years
- Sigmoidoscopy within the last 5 years
- Stool test within the last year

Patient Experience

- Patient survey using the national Consumer Assessment of Healthcare Providers and Systems (CAHPS) Clinician & Group Survey